



Press release

News 2020

Cuboluce

Special edition 2020

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Milan, April 23th 2020 – Cini&Nils has decided to make available the passion for its work which has always been the drive to design and to experience, to give a tangible support in these dark days that we all share.

For this reason, Cini&Nils has created a Special Edition of the iconic Cuboluce Classic lamp, featuring a series of messages that together make up a rainbow, the symbol of positive thinking and of hope.

Part of the proceeds raised from its sales will be made over to the **funds set up to tackle the Covid-19 emergency** by the World Health Organisation and by the Region of Lombardy. The reason for this decision is the firm intention to make a tangible contribution to the war being fought on the front line above all by healthcare workers, who are all making a tremendous and selfless sacrifice. This special edition will be sold at the price of €100, including tax, and authorised retailers will be partnering with Cini&Nils to donate 30% of the proceeds.

This special edition has three characteristics that make it quite unique:

2020 because it marks the date

rainbow created with the social # of the moment, a symbol of positive thinking and rebirth

slogan “design the future is everyone’s responsibility” because designing is an important responsibility.

The chosen finish is **white** to be like the white sheet of paper where we capture a fleeting moment, fixing it in our memory, and draw the future with a new sense of awareness.

More than ever before, Cuboluce is now a design icon that sets out to celebrate and not forget all those people whose work in our health services gives us hope for our future life, resilience and rebirth. So that we can look forward to new stimuli that will enable us to escape from the dark moments and ensure that the future can be even better than the past.

Our conscientiousness of design Made in Italy and the spirit of solidarity that unites us are destined to induce an awareness that our commitment in this world, whatever it is that we do, must henceforth be based purely on a concrete, serious approach and the determination to do things right.

A landing page dedicated to this initiative has been added to the website www.cinienils.com, where you can learn how to buy the Cuboluce Special Edition 2020.

#designtogetherthefuture

TECHNICAL INFO:

Sizes: 10x10x11 cm

Materials: tecnopolymers

LED E14 3W - 2.700K – CRI80 / 230V (lampadina inclusa)

CINI&NILS

Cini&Nils has set its sights firmly on production in the area of lighting design, making exclusive use of the LED technology, and on expanding into new international and contract markets. The company's artistic output has generated a programme that pays due attention to the importance of environmental sustainability and interaction with the user by using the latest generation of IoT technologies.

Precision, care for detail and elegance are the constants that have always been passed on from one design to the next, contributing to creating collections whose byword is innovation in style and technology.

www.cinienils.com

IMAGES

For the images please write an e-mail to: press@cinienils.com

Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8



For the images please write an e-mail to: press@cinienils.com